

## GENERAL - How To - Quality Control

**Purpose of this SQ How To:** To explain the purpose of quality control and what this task entails.

**Owner:** Leads

**Applicable to:** All

**Of interest to:** All

**Customers:** Gold and Platinum

### Introduction

Quality Control is in place for all forms of content written for Gold and Platinum customers to provide a safety net before the content reaches the customer or their website. This task acts as a final internal sign off from the lead for any Gold or Platinum customers.

### The Quality Control Process

Here is a step by step guide on the process of Quality Control from creation of work to customer sign off.

1. Create work
2. Proofread own work
3. **If writing for a customer you are not in the project team for**, send blog to the senior writer from the project team for proofreading
4. Assign work to the Quality Control task for the task lead to QC
5. The lead for the customer will Quality Control the piece of content and sign off, send on to the Account Manager for a second opinion, or send amendments back to the author through the Quality Control task **within one working business day**
6. Author will make amendments and send back through Quality Control if requested (back to Step 1). If no changes are requested, move to Step 7
7. The author will then send for approval directly to the customer and copy in the Account Manager and the Lead. If the piece of content doesn't need to go for approval, upload directly to the website. If you are unsure on the process for a particular customer, speak to the Lead or Account Manager for said customer.

### What Does Quality Control Cover?

#### Quality Control does:

- Check that a piece of work complies with a customer's Tone of Voice
- Is consistent with the customer's strategy for that month
- Check sources of information to ensure they are reliable
- Suggest elaboration of points
- Suggests hyperlinks to studies or other pages on a customer's site

- Ensure the piece of content is timely
- Check if a keyword and correct anchor text for a piece of content has been used
- Provide minimal proofreading

**Quality Control does not:**

- Rush through work for tight deadlines if the initial deadline has not been met
- Re-write large amounts of content on behalf of the original author

### What Tasks is Quality Control Applicable To?

**All work for Gold and Platinum customer need to be sent to the lead of a customer for Quality Control.**

The below is a non-exhaustive list of examples:

- Text for custom images created for social media
- Newsletter content
- Facebook adverts
- Blogs
- Wiki Articles
- Social media schedules
- LinkedIn articles
- Changes to a customer's bio as part of social media optimisation
- Pages of SEO Content
- Infographic content
- Outreach articles
- Press releases

Examples of work that does not need to go through Quality Control for a Gold and Platinum customer:

- Houzz management
- Google+ management
- Adding LinkedIn connections

If unsure of whether a task needs to be sent through Quality Control, send it to the Quality Controller for that interval through the task and they will be able to let you know.